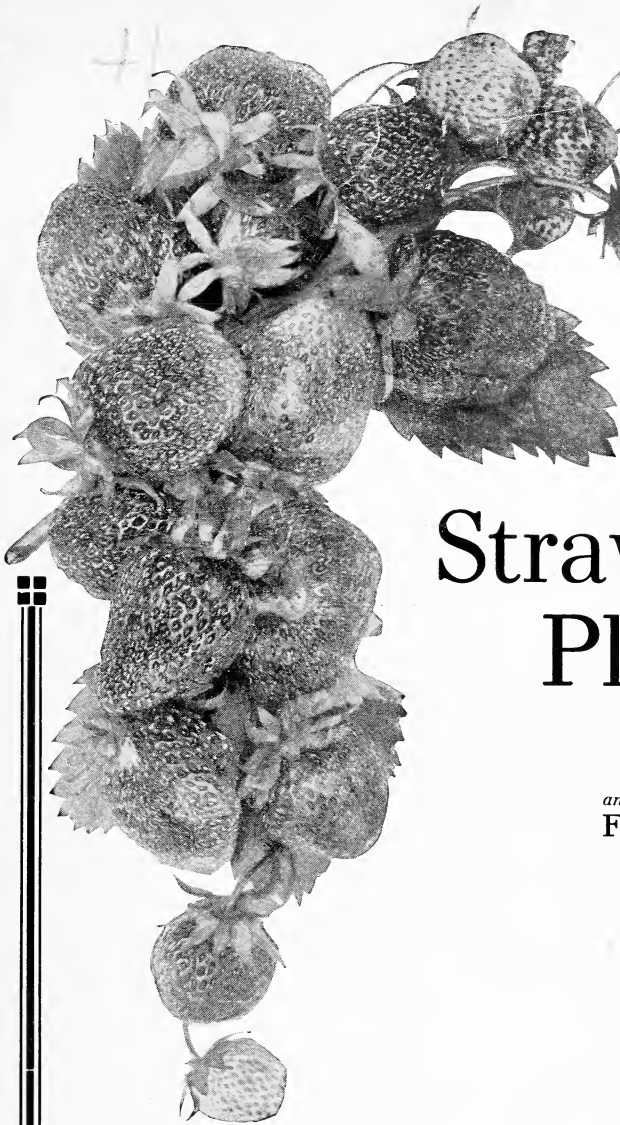


Historic, archived document

Do not assume content reflects current scientific knowledge, policies, or practices.



S^{PRING}
1924

Strawberry Plants

and Other Small
FRUITS

THE E. W. POTTER COMPANY
LESLIE, MICHIGAN

Strawberry Culture



Here it is not our purpose to try to tell you all there is to know about growing strawberries. Many books would be too few to hold all that might be written. It is our intention only to give you the outlines: tell you the things you must do, if you do nothing else. For all the rest we must refer to the many most worthy books and magazines which deal with these matters. Every strawberry grower ought to have a good fruit paper. If we can set you straight at the beginning on the things which are the most important of all we will be happy to have done so. First and foremost though, remember that you must have select, high quality, sturdy plants; these lacking you are all wrong.

SOIL CONDITIONS

Generally speaking, any soil that will produce a good crop of corn or potatoes will produce a good crop of strawberries. It must be well drained, for it will longest keep the moisture the strawberry plant or any other plant must have. Choose a good length of time. Remember that the strawberry ripens at a time when you may reasonably expect drought. Provide, therefore, far in advance for this very thing. Take lots of pains. Your strawberry crop is of more value than the ordinary farm crop. It will, therefore, repay more completely any work you put on it. Get the soil in perfect condition; supply it with the necessary plant food.

MANURING THE GROUND

When the soil is at all deficient in fertility, we would advise using well-rotted stable manure. If possible, apply it the year previous to setting out the plants and grow some crop that must be thoroughly cultivated or hoed. This will put the soil into the very best possible condition for the strawberry plant.

We would caution against the use of new stable manure, for the reason that it contains so often a great many weed seeds which will cause trouble later.

FITTING THE SOIL

Have the manure spread; the next step is thorough pulverization of the soil. Plow or spade to an even depth; in shallow soil six inches, in deep soil eight inches is not too much—but break evenly. Crop results depend greatly upon the breaking of the ground; a piece of ground unevenly broken cannot be brought into perfect, ideal condition.

Harrow thoroughly two or three times—do it again if you want to; you can't get it too fine for good results. We generally harrow with the furrows, then diagonally each way. We then follow with a heavy roller. If you have no roller at hand, a plank drag or "float," as we call it, will serve if heavily weighted. This firming of the ground is very important. It is almost impossible to set plants properly if the soil is not reasonably level and firm at the surface. Easy to do all this work at the beginning and it counts all the time your strawberry bed is there.

"MARKING OUT" FOR PLANTS

Do it any way that will give you a straight, shallow mark to set by. Don't forget that a straight row means easy cultivation by and by. We use a light sled with three runners, one in the middle and one on each side, giving us rows four feet apart. It makes a very satisfactory implement for the purpose.

SETTING THE PLANTS

Of course, you have been taking good care of them since you got them. If possible set them at once. If packed properly, as all ours are, they will be in first-class condition for setting when you take them out of the moss.

When your ground is thoroughly prepared, smooth as a floor and marked in rows, setting of the plants themselves is a simple operation, but an important one. Do it yourself unless you can find some one who can do it better. A little practice makes the work easy and rapid. Take our plants in a basket or some other convenient carrier; moisten the roots. If the roots are very long, they should be cut back two or three inches, depending on the size of the plant. The plant should be held by the upper part of the crown, make an opening with a dibble or spade just large enough for the roots, then lower the plant until the crown is even with the surface. Press the soil with your foot firmly to each side of the plant to close the entire opening. Don't leave any airholes to take out all the moisture and dry the roots.

CULTIVATE THE STRAWBERRY BED

Cultivation should begin soon after the plants are set and repeated at least every eight or ten days. Clean and shallow cultivation is the watch-word of the successful strawberry culture. You should cultivate as soon after rains as the ground is fit. The soil condition should always determine the time of cultivation. Don't allow a crust to form, if possible. Weeds are a blessing in disguise—they compel you to cultivate. Don't forget the hoe.

WHEN TO MULCH

Mulching the plants is one of the most important features to be considered and we cannot lay too much emphasis on this point. In Northernly latitudes where freezing and thawing begin early to alternate, as well as in those colder sections where freezing weather comes to stay a while, mulch should be applied soon after the first hard freeze in the fall, but in the South where mulching is done to retain moisture and keep the fruit clean, it need not be done until shortly after the buds open.



OF INTEREST TO OUR CUSTOMERS

We again greet you with the assurance that we are still in the strawberry business, and solicit your patronage for spring delivery. To our old customers we are deeply grateful for their continued favor and to those who have never tried our plants we only repeat the request, "Try us once."

The strawberry is the most enjoyed and longed-for fruit with the great majority of the people in all sections of the country. Varieties of strawberries are found growing to perfection in all climates from the Tropics to the Arctics. It remains only for the grower to find the right variety suited to his locality and his tastes. This information comes from testing on his own soils such kinds as seem to have the characteristics he likes, then sticking to the ones that nearest meet his desires.

No one can improve an old variety. Its character is fixed by nature. Progress can come only through new varieties having better qualities than the old. We know our plants please the people by the many letters we receive, some of which you will find printed in this catalog. We know our plants are not in second place. We grow the "Blue Ribbon" kind and the quality has showed results.

Again thanking you one and all most kindly for the many orders received, the many nice letters, and the confidence you have in us, wishing you all many good wishes for the coming year, we are,

Yours very truly,

THE E. W. POTTER CO.,

Manager, O. B. Wood.

TERMS, ADVICE, ETC.

Our Shipping Season begins with the southern orders, as soon as frost is out of the ground in spring, often in March. We aim to set out plants in early April. If ordered late in the season, it is always best to name a second or third choice in case a variety is sold out, or leave it with us, stating soil conditions and other particulars. We will do our best to please you, but order early and have plants come early, if you can.

TERMS—Cash with orders, but orders will be booked if one-fourth value is enclosed, the remainder to be sent before shipment. C. O. D. orders require one-fourth value with order. Send remittance at our risk by post-office order, express money order, bank draft or registered letter. Stamps taken for parts of a dollar.

Claims, if any, must be made upon receipt of goods so that mistakes, should any have been made, may be promptly corrected. We take great pains to avoid mistakes, but should any error have been made, please notify us of the fact at once.

Canadian Shipments accompanied with invoice, owing to the duty, with charges guaranteed to avoid delay. Please do not send Canadian stamps.

For Our Responsibility address with stamp the People's Bank, Leslie, Mich., postmaster, express agent, or any official, professional or business man of the same place.

We Grow Our Plants in a New Place Each Season, rotating with clover and other crops on good soil that is still new and capable of producing well balanced, best grade plants—the kind we advertise.

We Maintain Our Grade by a careful selection of stock plants, and right method of propagation from year to year, that tend with such a soil to produce stock of the greatest health and vigor, striving for the ideal fruiting row and perfect fruit from any plants that may be left unsold.

Our Plants Are Fresh Dug as wanted, nicely trimmed ready for planting, carefully re-sorted and tied in bunches of 25; roots washed in cold water if necessary to make them clean, and packed with live moss in new handle baskets lined with oil paper, or in light ventilated crates, in such a manner that we guarantee safe arrival in good condition by express or mail to all parts of the United States and Canada. Plants by freight at buyer's risk.

True to Name. We take great pains to have stock true to name and hold ourselves ready upon proper proof to refund money or replace any that prove untrue; but it is mutually agreed that we shall not be liable for a greater sum than the amount paid for such stock.

Our Prices Average lower than can be found elsewhere, when quality of stock and guarantee conditions are considered. Our reference for responsibility are ample. You take no risk whatever. See elsewhere a certificate of health from the State Inspector of Nurseries, L. R. Taft. Read our unsolicited testimonials. We invite investigation at all times.

The time to place your order is when you receive this catalog.

OF IMPORTANCE TO CUSTOMERS

SUBSTITUTION

We desire to furnish each customer exactly what he orders, but sometimes find the variety all sold before his order is reached. If marked "no substitution," we are obliged to disappoint our customers by returning money late in the season, although able to supply another sort of like season and of equal if not greater value. In such case, except for new varieties for testing, unless the order is marked "no substitution," we will understand you desire us to use our best judgment for your benefit, and we will, if thus permitted, give extra count or include something new and valuable.

LOST ORDERS

All orders are acknowledged by postal card same day received, but if you should not hear from us in a reasonable length of time after sending an order, PLEASE WRITE PLAINLY, giving full particulars, NAME AND ADDRESS.

Once in a while an order is lost, but it usually is caused by the customer failing to give the full address. Therefore, PLEASE WRITE PLAINLY, especially your name.

SETTING STRAWBERRY PLANTS IN THE FALL

For several years we have tried to please our customers who in some way fail to get their plants in the spring, by sending them a few in the fall. The past three or four seasons have been so very dry that it has been impossible to send out any plants in the fall. It is not practical to set plants at this time of the year as they do not get start enough.

We are anxious at all times to please our customers, but prefer you to obtain your plants in the springtime as that is the natural and proper time to set plants. To those who are unfortunate and do not obtain their plants in the spring, we will supply in small lots of \$2.00 per 100. In favorable seasons they can be dug about September 15th.

NORTHERN GROWN PLANTS

A strawberry plant is never in so prime a condition as when fully grown, matured and dormant. Our friends in the South have recognized that our Northern grown plants are safer to set, because of their more dormant condition on arrival, while commercial growers in the North and West would not think of setting Southern stock of a more advanced growth. We also hold that while the strawberry will grow and thrive nearly everywhere, the North is its natural home, where it fits the conditions more naturally for a higher development.

REMOVING THE BLOSSOMS

Strawberry plants that are set out this spring should not be allowed to bear fruit until the following spring. The blossoms should be pinched off, for to let them ripen fruit the first year would weaken the growth of the plants and is liable to kill them. Just as soon as you remove the blossom your plant starts to work building up a root system. The heavy, vigorous root system is essential to enable the plant to come to its fullest possibilities of production.

NUMBER OF PLANTS REQUIRED TO SET AN ACRE

Distance	Plants	Distance	Plants	Distance	Plants	Distance	Plants
1 by 1 foot,	43,560	4 by 1 foot,	10,890	5 by 3 feet,	2,904	6 by 5 feet,	1,452
2 by 1 foot,	21,780	4 by 2 feet,	5,445	5 by 4 feet,	2,178	6 by 6 feet,	1,210
2 by 2 feet,	10,890	4 by 3 feet,	3,630	6 by 1 foot,	7,160	7 by 1 foot,	6,122
3 by 1 foot,	14,520	4 by 4 feet,	2,722	6 by 2 feet,	3,360	7 by 2 feet,	3,111
3 by 2 feet,	7,260	5 by 1 foot,	8,712	6 by 3 feet,	2,420	7 by 3 feet,	2,074
3 by 3 feet,	4,840	5 by 2 feet,	4,356	6 by 4 feet,	1,815	7 by 4 feet,	1,555

Read What Others Say:

May 10, 1923.

Mr. E. W. Potter,
Leslie, Michigan.

Dear Sir:

I want to thank you for the promptness, also for the finest strawberry plants I have ever seen. I have always received nice plants, but these King Wealthy have the nicest roots and cleanest, and are packed so nice. Received your letter with the fifteen cents in stamps returned. You should have kept the stamps to answer my letters you are going to receive telling you about those King Wealthy. Thanking you again, and wishing you a successful season, I am

Yours truly,

E. W. BROWN,
(Jefferson County), Kentucky.

Mr. E. W. Potter,
Leslie, Michigan.

Dear Sir:

Two years ago I bought 4,000 strawberry plants from you. Plants were fine and in good shape when I received them, and they sure made me a lot of good money last year and I think they will do well again this year, so I ordered three thousand more plants from you this spring and they were as fine as I ever saw. Also find enclosed check for 3 Garden Combination Offers and postage, for which you will please send to each one of them to three addresses on order blank.

Yours truly,

H. A. HAYNES,
(Mead County), Kentucky.

April 21, 1923.

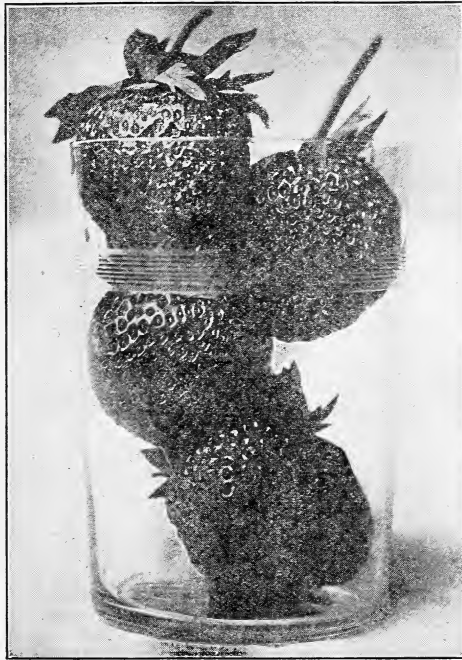
Mr. E. W. Potter,
Leslie, Michigan.

Dear Sir:

I received the plants on the 19th of April. They are fine. I put them out the same day, and gave them plenty of water. I don't think I will lose any of them. Many thanks for your prompt delivery and to you for the early ones that you sent me. I commenced to work in strawberries when I was eighteen years old, and I will be 74 in August. The first that I bought came from Flansburg and Potter in 1896 and have tried nearly all berry growers.

Yours truly,

L. A. JONES,
(Pickaway County), Ohio.



KING WEALTHY

THE SENSATION OF 1923

We had a few rows of this wonderful variety scattered around on different soils and we were amazed at the fruit we picked. With the usual exaggeration attached to the expression, "they were large as tea cups." You well know the house wife is apt to wait until it is too late to get Dunlap or Warfield to can. Our new variety fills the place.

The King Wealthy commences to ripen about the time that Dunlap is through fruiting and extends over a long season, several weeks after every other strawberry is gone, and the fruit ripens evenly without green tips or hollow centers.

The plants are large and extra well rooted, a good thrifty grower and always makes plenty plants for a good fruiting row.

It will surely pay you big to be one of the first to place such a large fancy berry on your home market. Set all the King Wealthy plants you can this spring, even if only a few hundred in the garden, that your own table may be supplied with the most luscious berries you ever saw or tasted.

Please observe this page carefully.



Perfect Blossom



Imperfect Blossom

All strawberry blossoms are either staminate—also called perfect—or pistillate, generally called imperfect.

The imperfect varieties, which are marked (Imp.) in catalog, should have a perfect variety, marked (Per.), set every third or fourth row to properly pollinize the blossoms of the imperfect sorts.

There seems to be a mistaken idea with some that this mixing of varieties is necessary with the perfect as well as the imperfect sorts; but this is not so. The perfect are self-pollenizing, and bear as well if set by themselves.

Customers, Please Notice

If plants are wanted by parcel post, postage must be added as per table.

IMPORTANT.—In remitting postage, always add it to the foot of the order as a separate item. This will help to avoid mistakes. Your local postmaster will inform you what zone you are in from Leslie, and you can add for postage accordingly.

Plants vary so much in weight, as some varieties make small plants while others make large, that it is impossible to give you the exact weight.

We have tried to give you an approximate estimate of the weight of different plants.

Packages weighing over 5 pounds going beyond the fifth zone will go cheaper by express.

Do not ask us to ship large orders by parcel post.

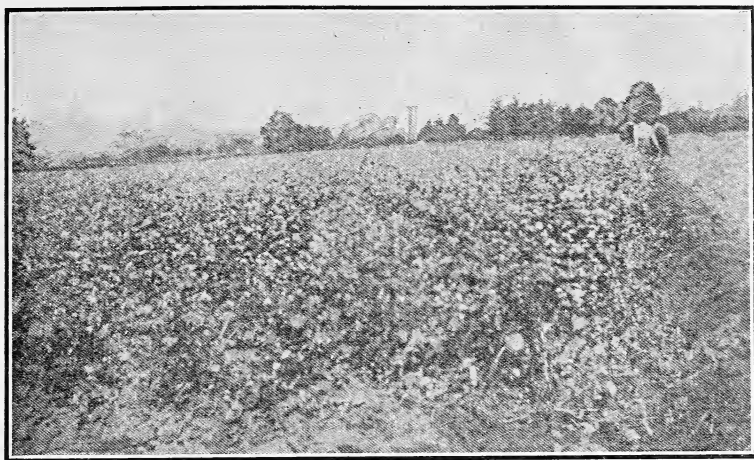
Be sure to send enough postage.

Fifty pounds can be shipped in the first and second zones, and twenty pounds to all other zones.

		First pound or fraction	Each additional pound or fraction
1st zone, within 50 miles of Leslie, Mich.	5c	1c
2nd " 50 to 150 " " " "	5c	1c
3rd " 150 " 300 " " " "	6c	2c
4th " 300 " 600 " " " "	7c	4c
5th " 600 " 1000 " " " "	8c	6c
6th " 1000 " 1400 " " " "	11c	10c
7th " 1400 " 1800 " " " "	11c	10c
8th " all over 1800 " " " "	12c	12c

ESTIMATED WEIGHT OF PLANTS

50 Strawberry Plants	2 pounds
100 " "	4 "
100 Blackberry "	6 "
100 Raspberry " (Sucker)	6 "
100 " " (Tips)	8 "



PLOWING UNDER CROP OF BUCKWHEAT

STRAWBERRIES WE GROW

ABINGTON (Per.)

We have fruited Abington for years and find it a strong grower, with large, luxuriant foliage. The fruit is large, quite similar in size and shape and color to Sharpless, but more abundant. (Mid-season.)

AROMA (Per.)

One of the most popular late varieties. A good plant and a good bearer of large, handsome fruit; bright red in color; uniform roundish heart shape; firm and of good quality. Somewhat resembles Gandy in appearance. A choice variety and reliable.

AUGUST LUTHER (Per.)

Standard early market. For several years this has been our first choice for early market among the standards. More desirable than Excelsior with us, and of better quality, larger average size, and ripening more berries in the early season. A good grower and reliable. Fruit large, glossy bright red, firm and of good quality. This berry comes early, always making a good crop before berries lower much in price, and is growing more productive every year.

BUBACH (Imp.)

Fruit large, moderately firm, good color and quality; well known standard variety; productive and reliable. Mid-season. We are nearly always sold out of this variety before the season is over.

BILLY SUNDAY (Per.)

Plants purchased from the originator, Mr. Yost of Ohio. Plants very healthy, tall, dark green foliage; long, heavy fruit stalks making berries easily gathered. The fruit is very large, glossy red, slightly wedge shaped, uniform in shape and size. It has a delicious flavor, firm and a good shipper. Ripens about the same season as Haverland.

BEDERWOOD (Per.)

Well known standard early market variety. A tough, healthy grower. Very successful, especially in the west prairie country. Fruit medium to large size; round, bright red, good quality. A good carrier and very productive.

BRANDYWINE (Per.)

Fruit large, dark red, quite firm; good quality; not always at its best in some sections, but a good variety in others; requiring strong loam soil and high culture for best results. Medium late.

CAMERON'S EARLY (Per.)

Extra early. This fruit is of good size for so early a berry; medium red in color and of good quality. A vigorous grower, with a tall foliage to protect the bloom from late frosts. Productive and reliable.

CLYDE (Per.)

Very productive. Fruit large, round, bright glossy red. Large, healthy plants. Well known standard market variety. Mid-season.

CAMPBELL'S EARLY (Per.)

Fruited here for the first time under favorable conditions. Showed up better than even we expected. It fruited very early, producing a good crop of large bright red berries. Worthy of trial.

COOPER (Per.)

Mid-season. Claims to be biggest and best ever offered by a reliable grower in Michigan. Set here for the first time. Made a splendid growth of large, well rooted plants. We cannot say anything for or against this variety, but will give it a thorough test and tell you more next season.

COMMONWEALTH (Per.)

Very late. James Munroe (the introducer) in his description says the Commonwealth is the outcome of the desire and effort to produce a berry that would lengthen the strawberry season. In it we have a berry that is as large as the largest, as productive as any, has fine flavor, as solid, and as dark a color as any. The plant is a strong grower, but not so rank as some. The fruit is large, firm, dark color and very handsome. Judging from the orders we have received for these plants our customers are beginning to realize what a valuable variety this is for late fancy fruit. Later than Gandy.

CORSICAN (Per.)

This is a favorite variety especially around Rochester, N. Y. The plants are large and good growers. Fruit large, longish heart shape, good quality; stands shipment well. Mid-season. Very similar in plant and fruit to Uncle Jim. A good variety.

CHESAPEAKE (Per.)

This is comparatively a new variety. If it was a better plant maker it would be the leading late berry, for it has them all beat for size, productiveness and quality. We have tried it on all kinds of soil, but fail to get a good plant row. We hear similar results from other sections. The berry is large and regular in shape; color bright red. Quality much better than Gandy.

COLLINS (Per.)

Introduced by a western Michigan fruit grower who claims it is his best cropper. With us it made a good fruit row, produced some good fruit, but no better than other varieties of a similar nature.

DR. BURRILL (Per.)

This variety stands among the very best in the mid-season strawberries. Several dealers say as good as Dunlap or better. It resembles Dunlap in many ways. It is exceedingly productive, of medium to large, well shaped, glossy red. Through and through we have yet to hear a poor report on Dr. Burrill.

EXCELSIOR (Per.)

The well known standard early market variety. Plants vigorous, making many runners. Fruit medium to large size; round; dark red; firm; quite tart. Reliable and productive.

EARLY OZARK (Per.)

Early. The introducer of this berry says it is a cross between Excelsior and Aroma. He further states that it is a perfect bloomer and has very large blossoms that are rich with pollen. It is the largest extreme early variety I have ever tested. The plants grow strong and are healthy. The fruit is firm, excellent flavor and good color, being bright red, about the same as the Aroma. It is said to be very productive. The fruit is large, good color, and firm.

GANDY (Per.)

Fruit large, firm, high quality and handsome. A good grower and productive. The well known standard late shipping berry.

GLEN MARY (Imp.)

Fruit large, dark red, quite firm and good quality. A good grower, productive and reliable. This variety has small stamens, sufficient for itself, but not to fertilize adjoining pistillates, and so we class it as an imperfect bloom. Mid-season to late.

GIBSON (Per.)

This is not the old variety of that name which originated in eastern New York several years ago, but a distinct variety of local fame. The berry is large and regular in shape, holding its size well to the end of the season. Color rich red. Flavor is neither too sweet nor too sour, but just right for canning. It makes a good plant row and is worthy of trial.

HERITAGE (Per.)

Mid-season. After fruiting this variety another season we can say that it came up to our expectations. The plant grows very large with extremely heavy crown. The fruit is large and handsome. The berry is quite dark, shiny crimson. It is quite a favorite in some sections.

HOWARD NO. 17 (Per.)

Fruited here for the first time. Produced good sized fruit of fair quality. Large, stocky plants, making a good fruit row. Worthy of trial.

HAVERLAND (Imp.)

Very productive. Large fruit, rather long; bright light red; firm, good quality. Plants large and vigorous. Well known standard variety and reliable. Season early to late.

JOE JOHNSON (Per.)

A new variety from Maryland, and said to be very productive there. It made a splendid row with us and produced some nice fruit. It is a good addition to the late sorts.

KING WEALTHY (Per.)

Very late. A new variety. Our introduction. Makes good fruit row. Has a strong staminate blossom, fruit large, handsome, well shaped, and dark red. Fine for canning. Worthy of trial.

KELLOGG'S PRIZE (Imp.)

This Pistillate variety is claimed to cover a long season. After giving it a good trial we find it to be a variety of great merit. It was one of the best varieties we fruited the past season. The plants are strong growers and very productive. The fruit is high color, fine flavor and very large. Quite late.

LUPTON (Per.)

We received our plants from a well known grower who claims it is a very large, attractive berry. We are not going to say much for or against this variety until it has been thoroughly tested. From what we can learn we believe it is going to be one of the leading varieties. We understand that it ripens about the same season as Chesapeake. Made a fairly good fruiting row for us.

LATE JERSEY GIANT (Per.)

New. Claimed to be late as Gandy, but better. With us it is a poor plant maker, but produced some large, fancy fruit quite late.

MARSHALL (Per.)

A standard of excellence. Fruit large. Very dark red; heart shape, firm and of high quality. A moderate plant maker of large, stocky plants.

PARSON'S BEAUTY (Per.)

A good, healthy grower and an immense cropper of large, solid, dark red berries of good form and quality. There is probably not a variety among the standards that will outyield it, or a more reliable. A first-class variety, with a long season.

PENNELL (Per.)

Fruit large, nearly round; dark, rich color; firm and of the very highest quality. We think more of the Pennell every year. It always bears abundantly,

and is one of the varieties to which we direct friends who visit us at fruiting, who want something extra fine. Grow Pennell on strong loam and be surprised with the large size and excellence of this berry. An all-season variety.

PRIDE OF MICHIGAN (Per.)

Mid-season. From Mr. Baldwin of Bridgman. There seems to be two varieties by this name, but as the Kellogg strain is similar if not identical with New York, which was discarded by us some time ago, we will only offer the Baldwin strain. The berries are large, rather oblong, very bright red, glossy, and beautiful; it being very firm, makes it an excellent shipping berry. The plant is vigorous and healthy, making a good fruiting row in any kind of season.

PREMIER (Per.)

An early variety, being large, of extra good quality, and color being fine, which makes it a good shipping berry. We consider this one of the larger of the earlier varieties. The berries are firm and beautiful in form and have few weak points. Has extra long season and is worthy of trial.

ST. LOUIS (Per.)

While some claim this variety is a second early, we find it extra early and one of the first to ripen. We have been highly pleased with it for some time and can recommend it as Queen of the Earlies. This berry is not firm enough for long shipping, but as it has so many good points every grower should plant some. Mr. Bauer, the introducer, claims to have grown them so large that twelve of them would fill a quart basket. As grown here, it makes a strong, healthy plant, with plenty of runners. Fruit very large for such an early berry. Light red color, nearly round and good quality.

STEVENS LATE CHAMPION (Per.)

A comparatively new variety that has become rapidly popular as one of the very best late varieties for market. It is a splendid, healthy grower, with tall, dark green foliage and long runners. The fruit is large and fine, resembling Gandy. Firm and of good quality, outyielding Gandy here last year and selling at the highest prices. It is certainly a good variety.

SAMPLE (Imp.)

Standard market variety. Mid-season to late. Fruit large, roundish conical; bright glossy red; moderately firm and of good quality. A good grower. Productive and reliable.

SENATOR DUNLAP (Per.)

This variety has given general satisfaction in almost all sections and all kinds of soil, and the demand for plants increases each season. It makes plants of only medium size but tough and hardy, with long roots and a surprising capacity for enduring hardships. It is very productive and usually matures every berry. They are of good size, bright glossy red, and of excellent quality. It is a first-class shipper, and retains its brightness long after being picked. It ripens early and continues a long time in fruit. It is grown largely as a commercial berry.

UNCLE JIM (Per.)

Ever since we introduced this variety we have given the history and a long description of it. Since it is so well known we feel it useless to write so much. For the benefit of those who receive this catalog for the first time we give the following descriptions: This variety is an excellent grower of large, stocky plants. The roots grow down deep in the soil, making it very popular in sections with limited rainfall. The fruit is very large, high colored and of excellent quality. It is famous for its delicate, rich, sub-acid flavor which makes it possible for the most confirmed dyspeptic to enjoy. We can recommend this variety to those looking for large, fancy fruit.

WARFIELD (Imp.)

The well known standard shipping and canning berry. Plants are vigorous and productive. Fruit large, nearly round, dark glossy red, firm and of good quality. Mid-season. This and Dunlap make a good, strong team.

WM. BELT (Per.)

This variety is large planted in some sections, while in others it is inclined to rust. It is a fancy variety that always brings fancy prices. It is quite productive, berries very large, roundish conical, color a bright glossy red, and the flavor good. Mid-season.



PROGRESSIVE

FALL BEARING VARIETIES

The Everbearing strawberry has been tested in every locality and has proven its value in every place where fair attention has been given it. No doubt there are many people that have never heard of Everbearing, but the time is coming when every garden will have them. The plants are absolutely hardy and with ordinary conditions you will get as good a crop in June as from the June varieties and with fairly favorable weather you will get berries from July until freezing weather. They will stand more freezing than other sorts. Try them.

PROGRESSIVE (Per.)

This is a vigorous, thrifty grower making a matted row of 2 or 3 feet wide. In fact, the best plant maker of all the fall bearing kinds. The color of the foliage, manner and habit of growth somewhat resembles the Dunlap. The fruit is

medium to large in size, of a deep, dark glossy red. The quality of the fruit is not ordinary or medium, but is extraordinary, ranking with the very best. Mr. Harlow Rockhill of Iowa is the originator of this wonderful variety and he has reason to be proud of it. He says, "Progressive is a leader in this country." Keep blossoms picked off until about July if you want a full crop.

SUPERB (Per.)

This variety was originated by Samuel Cooper of New York and is certainly worthy of a place in the fall bearing list. It makes large, beautiful, vigorous and thrifty plants and about enough for a good fruiting row. The plants resemble Glen Mary for size. The fruit is medium to large and very attractive. This variety does not bear so heavily on the first season runners as Progressive, but mostly from the mother plants, so it does well in hills. The fruit is of excellent quality and can be shipped a long distance; in fact all the fall bearing sorts will stand long distance shipping.

AMERICUS (Per.)

One of the best known and the most prominent of the Everbearing. A seedling of the Pan American. Plants are strong and deep rooted. The fruit is firm and medium to large in size, light-red, and extra good quality. It is a fairly good plant maker. It will produce fruit on the new plants as soon as well rooted.

Mr. E. W. Potter,
Leslie, Michigan.

February 8, 1923.

Dear Sir:

Have been sending to you for strawberry plants for the last 12 years excepting one year sent elsewhere, and find it does not pay to change when one has found a good place to send to as I have done in sending to you. They are fine plants, true to name, and come just when the right time is for setting.

Yours truly,

MRS. D. B. SWISHER,
(Platt County), Wisconsin.

Mr. E. W. Potter,
Leslie, Michigan.

January 5, 1923.

Dear Sir:

Those Plum Farmer Raspberries you sent me are just grand. I wish I had ordered more; they are something worth having.

Yours truly,

MRS. MARIE PHARO,
(Juneau County), Wisconsin.

Mr. E. W. Potter,
Leslie, Michigan.

March 12, 1923.

Dear Sir:

I have had excellent results with your plants. The last planting yielded us over one quart per plant set. This is my fourth order.

Yours,

H. J. BENNETT,
(Winnebago County), Illinois.

Mr. E. W. Potter,
Leslie, Michigan.

May 5, 1923.

Dear Sir:

The plants arrived in fine order, also the refund postage. Thanks.

Yours truly,

E. J. BENNETT,
(Boone County), Illinois.

May 22, 1923.

Mr. E. W. Potter,
Leslie, Michigan.

Dear Sir:

The shipment of strawberry plants received some time ago, and I was well pleased with them. They are growing fine in spite of the cold weather.

Yours truly,

H. C. REID,
(Gratiot County), Michigan.

May 31, 1923.

Mr. E. W. Potter,
Leslie, Michigan.

Dear Sir:

I received my plants all O. K. and was well pleased with them.

Yours truly,

MRS. MYRTLE EWERS,
(Knox County), Ohio.

March 12, 1923.

Mr. E. W. Potter,
Leslie, Michigan.

Dear Sir:

Will you send me at once another catalog, as I want a few more thousand plants. I have four matted rows I got from you last year. A man told me the other day that last fall it was the prettiest patch he had ever seen, not a weed or a grass in them.

Yours truly,

THOS. PEARSON,
(Audrain County), Missouri.

May 1, 1923.

Mr. Potter:

Enclosed find another order for plants. The first order for plants were very fine. Thank you for promptness in shipping other order.

Yours truly,

IRVIN ELLSWORTH,
(Madison County), Indiana.

The Early Order Gets the Varieties Wanted.

RASPBERRIES

Any soil that will produce good field crop is suitable for raspberries. The red and black varieties have proven a very profitable crop for the past few years, and every fruit grower should plant a few.

We generally set Black Caps about 3 or 4 feet apart in row, and rows 6 to 7 feet apart. The red varieties may be set 6 feet by 3 feet.

RED RASPBERRIES

CUTHBERT

This is a valuable variety, well tested throughout the country. It is a rank, vigorous grower, making many plants, which should be kept cut back with the hoe or cultivator. It ripens mid-season and continues to very late. The quality is good. **Dozen, 40c; 50, \$1.00; 1000, \$15.00.**

ST. REGIS

This wonderful Red Raspberry pleased us again this season. It ripens about a week earlier than Cuthbert, not quite as large as Cuthbert but produces as many bushels per acre. It is a money maker. The new canes produce fruit in the fall. **By express—dozen, 60c; 100, \$3.00; 500, \$15.00; 1000, \$30.00.**

BLACK RASPBERRIES

PLUM FARMER

One of the new varieties of Black Caps. It has given great satisfaction and growers are enthusiastic over it. A vigorous grower and hardy. The fruit is large, like Cumberland, but a little earlier season. **Per dozen, 40c; 50, \$1.00; 100, \$2.00; 500, \$10.00; 1000, \$20.00.**

BLACKBERRIES

The culture is about the same as the Raspberry. The canes should be pinched back when they reach the height of $3\frac{1}{2}$ to 4 feet. They should be planted in rows 6 or 7 feet apart and 3 to 5 feet in the rows.

ELDORADO

This is undoubtedly one of the best blackberries. Its large size and delicious quality puts it far in advance of some other varieties. It is very hardy and never winter kills in northern climate. The berries are large, jet black, borne in large clusters and ripen well together. **Dozen, 40c; 100, \$2.75; 1000, \$25.00.**

April 25, 1923.

Mr. E. W. Potter,
Leslie, Michigan.

Dear Sir:

Plants at hand. All in good shape, and a splendid lot.

Yours truly,

A. E. WILCOX,
(Branch County), Michigan.

May 1, 1923.

Mr. E. W. Potter,
Leslie, Michigan.

Dear Sir:

I would like the enclosed order of plants. Thank you for plants received a few years ago that were fine.

Yours truly,

W. H. REPROGLE,
(Wayne County), Indiana.

April 29, 1923.

Mr. E. W. Potter,
Leslie, Michigan.

Dear Sir:

The strawberry plants I ordered of you were received in fine shape, and I want to say they are the finest I ever saw. Enclosed find an order which I wish you would fill at your earliest possible convenience.

Yours truly,

L. B. SMITH,
(Cass County), Illinois.

May 10, 1923.

Mr. E. W. Potter,
Leslie, Michigan.

Dear Sir:

J. G. Eberly of this place purchased 2000 plants of you in April. I set them out for him, and discarded only one plant that did not grow. That is the reason I give you my order.

Yours truly,

W. W. KERLIN,
(Benton County), Arkansas.

GARDEN COMBINATION OFFER

No. 1

50 COOPER	}	\$1.00
50 KING WEALTHY		
50 DR. BURRIEL		
50 AUG. LUTHER		

No. 2

100 DUNLAP	}	\$2.50
100 KING WEALTHY		
100 CAMERON EARLY		
100 GIBSON		
100 PREMIER		

No. 3

200 DUNLAP	}	\$5.00
200 KING WEALTHY		
200 PREMIER		
200 LUPTON		
200 KELLOGG'S PRIZE		

No. 4

500 DUNLAP	}	\$10.00
500 KING WEALTHY		
500 PREMIER		
500 DR. BURRIEL		

PLEASE ORDER BY NUMBER

March 16, 1923.

Mr. E. W. Potter,
Leslie, Michigan.

Dear Sir:

Yours at hand, and will say send me 100 of each of the following. My first plants that I ever set came from Flansburg and Potter. Hope these will be as good quality as they were. Have sold a heap of berries in my time. They have been my salvation's gain on terra firma. Thank the good Lord.

Yours,

JOHN Q. ADAMS,
(Oakland County), Michigan.

April 20, 1923.

Mr. E. W. Potter,
Leslie, Michigan.

Dear Sir:

Strawberry plants received evening of April 18. Were set out the 19th. Today, they are receiving a nice gentle shower. Plants looked fine and am expecting some splendid results.

Yours truly,

N. L. HURT,
(Jackson County), Missouri.

May 3, 1923.

Mr. E. W. Potter,
Leslie, Michigan.

Dear Sir:

Enclosed find order for plants. The plants received from you some years ago did fine.

Yours truly,

G. H. COLLINGS,
(Shiawassee County), Michigan.

April 1, 1923.

Mr. E. W. Potter,
Leslie, Michigan.

Dear Sir:

Enclosed you will find strawberry order for myself and my neighbor. I am doing this free gratis, as I know your plants are all right.

Yours truly,

H. G. THOMPSON,
(Jackson County), Michigan.

PRICE LIST—STRAWBERRIES

These prices are all F. O. B. Leslie, Mich.

P—for Perfect; I—for Imperfect.

	500 at 1000 Rate		50 at 100 Rate		
	12	25	100	250	1000
AromaP	\$0.15	\$0.25	\$0.65	\$1.50	\$ 5.50
AbingtonP	.15	.25	.60	1.35	5.00
August LutherP	.15	.25	.60	1.35	5.00
AmericusP	.30	.45	1.30	3.00	—
BubachI	.15	.25	.65	1.50	5.50
BusterI	.15	.30	1.00	—	—
Billy SundayP	.15	.25	.65	1.50	5.50
BrandywineP	.15	.25	.65	1.50	5.50
BederwoodP	.15	.25	.60	1.35	5.00
Charles 1stP	.15	.30	1.00	—	—
Chesapeake —.....P	.15	.25	.65	1.50	5.50
ClydeP	.15	.25	.70	1.60	6.00
ClimaxP	.15	.30	1.00	—	—
CorsicanP	.15	.25	.60	1.35	5.00
CrescentI	.15	.30	1.00	—	—
CollinsP	.15	.25	.60	1.35	5.00
Campbell's EarlyP	.15	.25	.60	1.35	5.00
Cameron's EarlyP	.15	.25	.60	1.35	5.00
CommonwealthP	.15	.25	.60	1.35	5.00
CooperP	.30	.40	1.30	3.25	12.00
St. Louis —.....P	.15	.25	.60	1.35	5.00
DewP	.15	.30	1.00	—	—
Dr. BurrillP	.15	.25	.60	1.35	5.00
Early OzarkP	.15	.25	.65	1.50	5.50
ExcelsiorP	.15	.25	.65	1.50	5.50
EnhanceP	.15	.30	1.00	—	—
GandyP	.15	.25	.70	1.60	6.00
GibsonP	.15	.25	.65	1.50	5.50
Glen MaryI	.15	.25	.65	1.50	5.50
Hundred DollarP	.15	.25	.60	1.35	5.00
HaverlandI	.15	.25	.60	1.35	5.00
Howard No. 17P	.15	.30	.75	1.80	7.00
HeritageP	.15	.25	.65	1.50	5.00
Joe JohnsonP	.15	.30	1.00	—	—
Kellogg's PrizeI	.15	.25	.70	1.60	6.00
King WealthyP	.15	.30	.75	1.80	7.00
LuptonP	.35	.60	1.00	2.25	8.00
MarshallP	.15	.25	.65	1.50	5.50
OremP	.15	.30	1.00	—	—
PremierP	.15	.25	.70	1.60	6.00
Pride of MichiganP	.15	.25	.65	1.50	5.50
Parker EarlP	.15	.30	1.00	—	—
Parson's BeautyP	.15	.25	.60	1.35	5.00
PennellP	.15	.25	.60	1.35	5.00
ProgressiveP	.30	.45	1.30	3.25	12.00
St. LouisP	.15	.25	.60	1.35	5.00
SuperbP	.30	.45	1.25	3.00	10.00
Steven's L. C.P	.15	.25	.65	1.50	5.50
Senator DunlapP	.15	.25	.50	1.25	4.75
SampleI	.15	.25	.65	1.50	5.50
Uncle JimP	.15	.25	.65	1.50	5.50
3-WP	.15	.30	1.00	—	—
Wm. BeltP	.15	.25	.65	1.50	5.50
WarfieldI	.15	.20	.50	1.25	2.75

Write Us for Prices on 5,000 and 10,000 Lots.

ORDER SHEET

If we are sold out of anything ordered, may we substitute? If so, what?.....
(See note under plant price list)

[illegible]

[illegible]

Please write below the names and postoffice address of such of your friends as would be likely to send away from home for fruit plants.

[illegible]

EARLY POTATOES

For several years we have been trying to convince you that this early sort, called Peck's Early, was a winner. We think more of this potato each year. We are growing it for market, and expect to continue, because they are early and the yield is better than any variety we know about. If you are looking for good sort that will yield 200 bushels to the acre, try it. Resembles early Ohio.

SEED CORN

An early variety known as Reid's Yellow Dent. An old tested variety for the people who want corn that will ripen in about ninety days. Ears are large, of handsome appearance, packed closely on the cob from butt to tip. It is a heavy yielder and results will certainly please you. **Shelled, per pound, 10c. If wanted by mail, send postage.**

CERTIFICATE OF NURSERY

INSPECTION

THIS IS TO CERTIFY, That I have examined the nursery stock and premises of The E. W. Potter Co., Leslie, Michigan, and find them apparently free from dangerous insects and dangerous contagious tree and plant disease.

This certificate to be void after July 31, 1924.

L. R. TAFT,

State Inspector of Nurseries and Orchards.

Agricultural College, Michigan, August 27, 1923.

Copy of above certificate with each shipment.

